

OF THE LEADING CANADIAN CAR MAKERS

ONLY

FORD OF CANADA

HAS REGISTERED A GAIN IN PUBLIC ACCEPTANCE

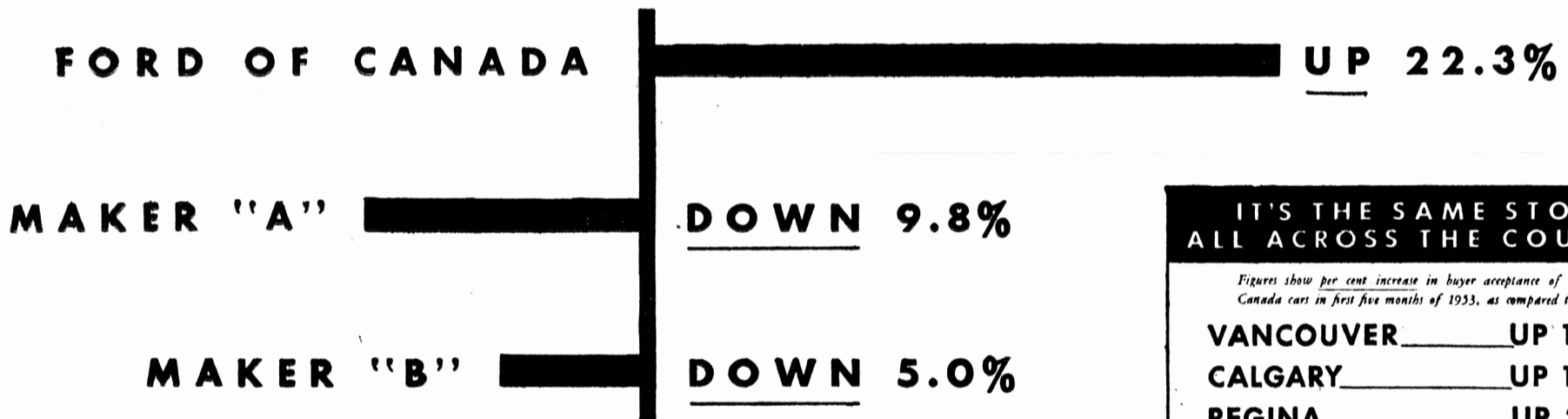
OF ITS PRODUCTS IN 1953 TO DATE

AS COMPARED WITH 1952

PUBLIC ACCEPTANCE OF THE CARS OF "THE BIG THREE" . . . 1953 VS. 1952

*The chart below shows the relative public acceptance in Canada of the cars of the three leading Canadian manufacturers . . . during the first five months of 1953 (latest available figures, based on official new car registrations) as compared to the record for 1952. It will pay you to study this chart, and its meaning, before YOU buy.*

*Out of every 100 automobiles bought by Canadians this year, better than 32 are Ford of Canada automobiles. This represents a 22.3% larger "share of market" for Ford of Canada products this year over last. ONLY Ford of Canada products have made this significant gain in buyer preference.*



IT'S THE SAME STORY ALL ACROSS THE COUNTRY

*Figures show per cent increase in buyer acceptance of Ford of Canada cars in first five months of 1953, as compared in 1952.*

VANCOUVER	UP 12.6%
CALGARY	UP 17.0%
REGINA	UP 28.6%
WINNIPEG	UP 23.2%
TORONTO	UP 25.1%
MONTREAL	UP 18.5%
ST. JOHN	UP 10.9%
HALIFAX	UP 15.0%

SOME OF THE DECISIVE FACTORS BACK OF THIS TREND

- **Supreme V-8 Experience** . . . Ford of Canada has been building and perfecting V-8's through more than 20 years of manufacturing leadership.
- **Unparalleled Owner Proof** . . . 4 out of 5 of all V-8's ever sold in Canada are Ford of Canada V-8's. Billions of miles of owner driving and owner satisfaction are back of the Ford of Canada V-8 you buy.
- **Proved V-8 Durability** . . . Ford of Canada V-8 Engines have been proved to last longer.
- **No "Price Penalty"** . . . only Ford of Canada offers Canadians fully modern V-8 power, smoothness and advanced design in the lowest price field.
- **Tested V-8 Economy** . . . Year by year, for over 20 years, Ford of Canada has pioneered and perfected exclusive gas-saving, oil-saving, upkeep-saving refinements in V-8 design.
- **Acknowledged Style Leaders** . . . in every price field, Ford styling sets the pace in the fashion parade. You drive a Style Leader when you choose a Ford of Canada V-8 performance leader.
- **New "Ride" and "Roadability" Standards** . . . Ford of Canada "front end" design is the most advanced on the road today. Even the lowest-priced Ford of Canada model rides like a much bigger, heavier car. Latest proof of Ford engineering leadership: Lincoln wins first, second, third and fourth places in the famous Mexican Road Race, most gruelling test of chassis and power plant ever staged.
- **Finest Automatic Transmissions Ever Built** . . . Ford-engineered Automatic Transmissions are the best in the industry. And only Ford of Canada offers your choice of Automatic\*, Overdrive\* or Standard drive in so many models (\*optional at extra cost).
- **Built in Canada's most modern automobile plants** . . . Ford of Canada is currently investing over \$65,000,000 to expand and improve its manufacturing facilities—which have traditionally set top industry standards for precision building, quality control, modern equipment, and skilled craftsmanship.
- **1100 Ford of Canada Dealers** make it their business to serve you and satisfy you. Wherever you go, your Ford of Canada, V-8 is never far from "home".

STEADILY GROWING PUBLIC DEMAND

is the most convincing of all endorsements of Ford of Canada QUALITY. Ford of Canada reached an all-time sales record in 1952—is setting another all-time production record in 1953—working six days a week and overtime. Yet many buyers are still waiting delivery of their Ford of Canada cars. We are making every effort and soon hope to catch up with demand. In the meantime, it's significant that so many thousands of Canadians agree . . . it's well worth waiting for Ford of Canada quality.

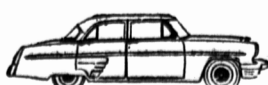
FORD OF CANADA



FORD



MONARCH



MERCURY



LINCOLN



METEOR



FORD-TRUCKS



MERCURY TRUCKS